

I am writing this comment in regards to the CAN SPAM docket 04-53 as a participating college student and as a concerned citizen of the state of Virginia. The issue on the table is whether emails and commercial advertisements should be allowed to be sent to wireless customers. I feel that advertisement companies should not be allowed to do such at any extent because I think that most of the people who carry cell phones (at least where I attend college and where I am from) use them for immediate contact with business partners and personal friends and families. I think that if wireless advertising is going to be allowed that there needs to be a way for the receiver to distinguish who is calling. The first and foremost idea, as stated previously is to simply not allow this in general. I for one feel that the telemarketing industry does not actually create that many jobs on our markets today and usually cost the consumer much more than it does for the company placing the call initially. Just from being at home over Christmas break, our telephones are always supersaturated with excessive phone calls from telemarketers and advertising companies trying to make extra money during the holidays. I tend to think that the telemarketers make enough money as it is over the land line sales and do not need to merge into the cell phone markets. I think that if wireless advertising is going to be allowed that there needs to be a way for the receiver to distinguish who is calling. A thought that had crossed my mind was give the advertising companies a certain distinguishable prefix number such as 1-555-XXX-XXX and make that knowledge available to the general public at the time they receive their cell phone. The implementation of this would not be terribly difficult because all it would require is that the companies either receive their own prefix which could be tagged by the service provider. Another suggestion would be to give the consumer a choice at the time of their contract signing for their cell phone, that way if the cell phone service carrier does not offer that, the consumer can make a choice to either take their business somewhere else or stay with them. Either way, I feel strongly as a person, not a consumer, that there needs to be regulation to help protect people who can't afford the extra phone charges or simply do not want to deal with the situation.